



Assessment Findings and Suggestions Report

Panguitch, Utah

June, 2017

ROGER BROOKS 
International



Opportunity Assessment

INTRODUCTION

In June of 2017, an Opportunity Assessment of Panguitch, Utah, was conducted, and the findings were presented in a two-and-a-half hour workshop. The assessment provides an unbiased overview of Panguitch—how it is seen by a visitor. It includes a review of local marketing efforts, signage, attractions, critical mass, retail mix, ease of getting around, customer service, visitor amenities such as parking and public restrooms, overall appeal, and the community's ability to attract overnight visitors.

In performing the Opportunity Assessment, we looked at the area through the eyes of a first-time visitor. No prior research was facilitated, and no community representatives were contacted except to set up the project. The town and surrounding area were “secretly shopped.” Any person looking to relocate their business, industry, or residence will come to your community as a visitor first. Tourism is the front door to all your economic development efforts.

Once potential visitors find information about your area, are the marketing materials good enough to close the sale? In the Marketing Assessment, we reviewed your visitor website and print marketing materials.

A typical community has five opportunities to close the sale:

- 1) Personal contact (visitor information centers, trade shows, etc.)
- 2) Websites

3) Brochures and printed materials

4) Publicity (articles)

5) Word of mouth—the most effective means

We searched the internet for activities, requested and reviewed printed materials, and looked for articles and third-party information. As we prepared for travel to your community, we searched both commercial and organizational websites promoting the area, tourism websites, and read travel articles and guidebooks.

The marketing assessment determined how effective the marketing was in convincing a potential visitor that the area would be worth a special trip, a stop, or an overnight stay. The key to the marketing assessment is to see if you have a primary lure that makes you worth a special trip of a one-hour drive—or from further away. The question on most visitors' minds is: What do you have that I can't get closer to home? What makes you worth a special trip?

Where most communities falter is when they merely provide “lists” of what the community has, whether it's truly “unique” or not. Nearly every community in North America promotes the usual list of diversions: local museums, shops and restaurants, plenty of lodging, golf, outdoor recreation, historic downtowns, scenic vistas, etc. Of course, nearly every visitor can do these things closer to home. So, what makes Panguitch worth the trip?

Always promote your primary lure first—what makes you worth that special trip. THEN, promote your diversionary, or “complementary” activities. Would you go to Anaheim, California, if Disneyland

wasn't there? Do you think that Universal Studios and Knotts Berry Farm mind that Disneyland gets all the glory? Of course not. Eighty percent of all tourism spending is with those secondary activities. Disney does the heavy lifting in terms of advertising and promotion, and the diversionary activities benefit.

In a nutshell, the Marketing Effectiveness Assessment looks for what makes your community worth a special trip, or a great place to live, or to do business. We look for details, details, details. Do you give a reason for visiting, and do you provide enough information to make it easy to plan a trip? Are the marketing materials good enough to close the sale?

The second part of the assessment process is the On-site Assessment. During this part of the assessment, we spent several days in the area, looking at enticements from the highways (signs, billboards, something that would get a visitor to stop), beautification and overall curb appeal, wayfinding (ease of getting around), visitor amenities (public restrooms, visitor information, parking), activities, overall appeal, retail mix (lodging, dining, shopping), critical mass, customer service, area attractions, pedestrian friendliness, gathering spaces, evening activities, and the availability of marketing materials and their effectiveness.

The area benefits from tourism when visitors spend money, and they do that in the local gift shops, restaurants, hotels, etc. Therefore, the On-site Assessment includes a candid look at private businesses as much as public spaces and amenities.

For every shortcoming or challenge we note during the assessment process, we provide a low-cost "suggestion," where possible, on how the challenge can be corrected or overcome. The suggestions are not termed "recommendations," as they were developed without consulting the community first about possible constraints, future plans, or reasons why the suggestions may not be appropriate. Hopefully this assessment process will open dialogue within the community, leading people to adopt some or all of the suggestions, taking them from suggestions to recommendations.

It's important to note that to increase the town's tourism industry, fulfilling one or two of the suggestions may have little impact, but implementing a number of them, if not all, can have a profoundly successful impact on the town's ability to tap into the tourism industry.

Implementation of these suggestions must be a region-wide effort, involving both privately owned businesses as well as local, county, and state agencies, where appropriate. Every local organization plays a role in tourism, downtown revitalization, or economic development efforts. A Destination Marketing Organization (DMO, CVB, Chamber, TPA, etc.) will not be successful if the tourism effort is not region-wide.

In many cases, issues may come up that you are already aware of and are already working on. In that case, the assessment validates those efforts. But more often than not, the assessment will point out things that you are aware of but can't mention or bring up without paying a political price. Local politics can be a killer of the tourism industry.



While marketing efforts are important, product development is the most important factor of a successful tourism industry. Visitors want activities, not just things to look at. How much time can a visitor spend enjoying activities—that cater to their interests—in your area? Does your community have truly unique attractions the visitor can't get closer to home? You must be able to deliver on your marketing promises—otherwise visitors might come once, but they won't come back. It's much more cost effective to bring people back, than to always go out and entice new visitors into town. "Been there, done that" communities eventually run out of visitors and find they don't have a sustainable tourism industry, or they simply become pit stops or gateways on the way to somewhere else.

After spending several days reviewing marketing materials and assessing the community, we have looked at all of these issues, and have developed some suggestions and ideas the community can discuss and possibly implement to help increase tourism spending locally.

SUCCESSFUL TOURISM TRANSLATES TO CASH

Tourism is successful when the community imports more cash than it exports. When residents spend their hard-earned money outside the community, the community is exporting cash—often referred to as "leakage." Tourism helps fill that gap, importing cash into the local economy without the necessity of having to provide extended social and other services. Visitors come, spend money, then go home. When you import more cash than you export, you have a positive "balance of trade." Communities with successful tourism

programs easily see that the industry subsidizes the community, whereas other communities find that they subsidize visitors—providing services visitors use without them leaving enough money behind to cover the cost of those services.

The primary goal of the tourism industry is to bring more cash into the local economy. This doesn't happen when visitors come into the community, get out of their cars, and take photographs. And it doesn't happen when visitors go swimming in the lake at your park all day, sunning, and eating the lunch they brought from home. And it doesn't happen when visitors hike down your trails, enjoy your interpretive centers, or stroll through your lovely arboretums. These are all great things to do, and, of course, you do want your visitors to do these, but you also want to entice them into your shops, your cafes, espresso stands, restaurants, galleries, B&B's, and hotels, ultimately opening their wallets to make purchases. That is what helps your local economy, your small merchants, your hoteliers, and your tax coffers.

To entice visitors to spend money in your community, you need to have places for them to spend it—you need to have the right mix of shops, restaurants, entertainment, and lodging facilities, all in an attractive setting, as well as attractions that make them want to visit you in the first place.



THE THREE TYPES OF TOURISM

1. Visiting friends and family

The number one reason people travel is to visit friends and/or family. If you did nothing to promote tourism, you would still have tourism in your community. However, when friends and family come to visit, do your residents take them out to eat, shop, dine locally? Or do they head to a neighboring community? Do your locals even know what you have to offer? An effective tourism marketing effort also includes educating locals as to what you have and how to find it through effective wayfinding signage, gateways and advertising.

2. Business travel

The second most popular reason for travel is business. Included in this category is educational travel: colleges and universities, as well as conventions and meetings, corporate travel, vendor travel, etc. Like leisure travelers, this group is looking for things to do “after hours” while in the area. The most successful convention and trade show towns are the result of their secondary activities or “diversions,” not simply because of their convention and exhibition facilities. Think Disneyworld, Disneyland, San Antonio’s River Walk, Banff, to name a few.

3. Leisure travel

The third, and most lucrative of all types of visitors, is the leisure traveler. They have no personal connections to the community, but are coming purely to enjoy themselves. They stay in commercial lodging establishments, eat virtually all their meals in local restaurants, and their top diversionary

activity is shopping and dining in a pedestrian-friendly setting.

The average leisure visitor is active 14 hours a day, yet typically only spends four to six hours with the primary lure. They then spend eight to ten hours with diversionary activities—things they could do closer to home, but will do while in the area. A good example of this is Branson, Missouri, the “live music-theater capital of the world.” This town of 6,500 residents hosts 7.5 million visitors a year. The primary “lure” is the 49 music theaters. The average visitor attends two shows a day over about





four hours. During the other hours of the day, the visitor will shop in local outlet malls, head to the water parks, theme parks, and other attractions, play a round of golf, hike, bike, fish, do some bird watching, and participate in any number of other activities they could do closer to home, but will do while visiting Branson.

THE THREE STAGES OF TOURISM

1. Status quo

If you take no action to develop the tourism industry, you will still have an element of tourism, simply because some travelers will pull off local highways or freeways for gas, food, or lodging, as well as the fact that the number one reason for travel is to visit friends or family. If you have residents, you will have some tourism.

2. Getting people to stop

The first priority of developing a successful tourism industry is getting people to stop. Imagine how successful businesses in the community would be if just 50% of the vehicles traveling through pulled off the highway and spent just 30 minutes in your community—buying gas, an ice cream cone, a sandwich, a gift or souvenir?

If there's a strong pull, imagine the money spent if visitors stayed two hours in the community, which nearly always translates to additional spending.

The first goal is to get those travelers to stop.

3. Becoming the destination

To become a destination community you must have attractions and supporting amenities that convince visitors to spend the night. And those attractions

must be different from what the visitor can get closer to home.

Overnight visitors spend three times that of day visitors, and nearly ten times that of visitors using your community as a pit stop on the way to somewhere else.

THE FOUR-TIMES RULE

Visitors will make a point of stopping or staying in a community if it has enough activities that appeal specifically to them and will keep them busy four times longer than it took them to get there.

In other words, if a person has to drive 15 minutes to visit you, do you have enough for them to do to keep them busy for an hour? (4 times 15 minutes) If a visitor has to drive an hour, do you have the activities and amenities to keep them busy for four hours?

The more you have to offer, collectively, the further visitors will come, and the longer they will stay, and of course, the more they will spend. This is why it is so important for communities to market more than just their immediate geographic areas. By marketing neighboring activities and attractions, you present much more for a visitor to do, and you make the visit worth the trip.

Visitors don't care about city limits or county lines, so market the broader package and you'll be able to keep people in the area long enough to translate to another meal, some more shopping, and hopefully, an overnight stay.

SELL THE EXPERIENCE, NOT GEOGRAPHY

Nearly every destination marketing organization is charged with promoting a geographic area, yet visitors couldn't care less about those boundaries. They are looking for activities that cater to their interests, and location is second to the experience. ALWAYS promote the primary lure first, then the location. People by the millions head to Disneyland, Disneyworld, Dollywood and other attractions. They are not going to Anaheim, Orlando or Pigeon Forge.

Always sell the activity—the experience—THEN the location.

LURES, DIVERSIONS AND AMBIANCE

Too often communities promote the list of diversions that nearly every community has. The primary lure is the activity that a visitor can't find closer to home.

Always promote your primary lure, then the diversions. Do not try to be all things to all people. Have you ever gone anywhere because they had "something for everyone?" Of course not—you go there because they have something specific for you. Find your niche and promote it like crazy.

Historic downtowns provide ambiance—they are not attractions, diversions, nor are they a primary lure. It's what's in the buildings that makes a downtown a destination.

The same can be said for scenery. Unless your vista is a world-class scene, such as Niagara Falls or the Grand Canyon, scenic vistas create wonderful ambiance, but don't translate to spending, and they only last a few minutes. Then what?

All too often communities promote their heritage as a primary draw. How far would you travel to visit a mining museum? A timber museum? An agricultural center? A county historical museum? Heritage must be outstanding and pervasive throughout the community to be a primary lure, such as Plimoth Plantation or Salem, Massachusetts.

Thousands of communities are the "capital" of something. For instance, in California, Borrego Springs is the grapefruit capital of the world. Gilroy is the garlic capital. Modesto is the tomato capital. Gridley is the kiwi capital. Oxnard is the strawberry capital. Fallbrook is the avocado capital. But here's the question: Have you ever gone anywhere because it was the capital of a fruit or vegetable?

Your local heritage is important to the community and can set the ambiance, even becoming a diversionary activity. For local heritage to be a major attraction, it needs to combine activities with ambiance, and it needs to be pervasive throughout the area.

BE DIFFERENT OR THE BEST

Why should a visitor come to your community if they can enjoy the same activities closer to home? Too many communities promote "outdoor recreation" as their primary draw. Unfortunately, that is the same attraction promoted by nearly every community in North America.

If you are different, then you have a reason for travelers to choose to visit you. If you are the best, then visitors will generally flock to your doors.

If you have great hiking trails, then market their unique qualities. Be specific and paint the image





of how wonderful they are in the minds of your potential visitors. If you have one fantastic restaurant in town, let people know about it—a unique dining experience is something many people will travel far to enjoy.

Ashland, Oregon, previously a depressed timber town, began its Shakespeare Festival, which now runs nine months of the year and draws hundreds of thousands of visitors who spend an average of six nights in the community. The Shakespeare Festival made Ashland different from any other community.

Leavenworth, Washington, another dying timber town, adopted a Bavarian architectural theme and produces dozens of Bavarian events every year. Some now say the town looks more genuinely Bavarian than towns in Bavaria. It is now one of the primary tourist destinations in Washington state, hosting more than 2.5 million visitors annually. They offer a different experience, an experience that is pervasive throughout town.

Okanogan County, Washington is an outdoor recreational paradise—just like 37 of the 38 other counties in Washington. So why go to the Okanogan? Because they are the best. They researched guidebooks, newspaper and magazine articles, and pulled quotes they could use in their advertising efforts. Like, “Pinch yourself, you’re in Okanogan Country with perhaps the best cross country skiing on the continent.” This, and other quotes like it, make it worth the drive to visit Okanogan Country. The third-party endorsements show that they are the best.

Set yourself apart from everyone else, and you’ll see that by being unique, you’ll be a greater attraction.

CRITICAL MASS MEANS CASH

Although it may not be the primary reason why visitors come to your community, shopping and dining in a pedestrian setting is the number one activity of visitors. Besides lodging, it is also how visitors spend the most amount of money.

Do you have a pedestrian-friendly shopping district? If not, can you create one? Many communities have been highly successful with the development of a two or three block long pedestrian “village” including visitor-oriented retail shops, dining, visitor information, restrooms, etc., all in an attractive, landscaped setting.

The general rule of thumb in those two or three blocks (not spread out all over town) is 10+10+10: Ten destination retail shops, which includes galleries, antiques, collectibles, home accents and furnishings, artists in action, book stores, logo gear (clothing), souvenirs, outfitters, tour operators, activity shops such as kites, jewelry, wine or tobacco shops, and other specialties. The second ten is for food: ice cream, fudge and candy stores, soda fountains, sit-down dining, coffee shops, cafes, bistros, delis, etc. And the final ten are businesses open after 6:00 pm. This includes entertainment: bars, dance clubs, theaters (movies and performing arts), retail shops with activities (piano bar in a wine shop), etc.

The important point is to group these businesses together to create the “critical mass” in a pedestrian-friendly setting. This will attract visitors as well as locals, and make it worth their while to stop and shop. People are always drawn to the critical

mass— the opportunity to have multiple choices, multiple experiences, all in a convenient and attractive setting.

TOURISM IS AN ECONOMIC DEVELOPMENT ACTIVITY

The goal of successful tourism is for people to come into the community, spend money, and go home. Tourism is nearly a \$947 billion dollar industry in the U.S., nearly \$82 billion in Canada, and supports millions of jobs. Ninety percent of tourism industry businesses are small businesses of which 90% have less than 15 employees. Tourism provides the opportunity for entrepreneurs to get started, for small family-run businesses to thrive, for artisans and craftspeople to find a market, and creates a basis for unique niche-retail environment including wineries, artists, crafts, etc. Tourism provides a diverse market within the community, expanding its potential. Enhancing the community through beautification efforts creates an attractive setting for both locals and visitors, key in revitalizing a community's downtown. And a tourism-friendly town will attract non-tourism industries faster than others—new businesses will see the community as a visitor before they make a final determination about the community. Tourism is the front door to your economic development efforts.

The benefits of a healthy tourism industry can rejuvenate a town, foster community pride, encourage economic diversity, and lead the way to a vital, successful community.



NEXT STEPS

The findings and suggestions in this report will provide many ideas, strategies, and goals to reach for. We hope that it fosters dialogue and becomes a springboard for the community in enhancing the tourism industry and other economic development efforts, leading to greater prosperity, rejuvenation, and enjoyment by all the citizens.

This report offers a first step in reaching that goal. To fully realize the benefits of this assessment, the community should take these findings and suggestions, discuss them and evaluate them, and develop a plan for implementation.

A detailed branding plan could help to build on the results of this assessment, adding in-depth research, evaluation, and local input to develop a unique brand and implementation program. The assessment process essentially provides a look at where you are today. RBI's BrandCamp program would help build your branding plan from the ground up, with local input, brainstorming, research, and creative planning. We can work with you to guide you through the process, helping create a plan that has local champions and community buy-in.

The next step in the planning process would be to provide public outreach and review past and current planning efforts. This would determine your goals as a region.

The third step would involve research, feasibility and market analysis, and determining your brand—what you are or hope to be known for.

Then comes the “development” portion of the plan

or the “how to get there” program: determining what product development initiatives need to be undertaken to reinforce and grow the brand. This also includes defining the roles of the various local organizations. Brand-building needs the whole community—everyone pulling in the same direction, each with their own “to do list.”

Finally, there's the detailed marketing plan: how and when you will tell the world who you are and what makes you special—the place to live, work and play.

The branding plan should be an “action plan” as opposed to a “strategic plan.” You want a to do list, by organization, not just general strategies, goals and objectives.

The recommendations should provide all the necessary steps for your town to be successful in attaining its goals of a more diverse economy with an enhanced tourism industry and to become more attractive and enjoyable for both visitors and citizens.

A good plan will provide a program to get local residents and the business community pulling together, building the town's unique image in the minds of visitors and residents alike. The result of your efforts will be a prosperous, enjoyable environment in which to live, work, and visit.





Findings & Suggestions



Our assessment process included reviewing Garfield County's and Panguitch's marketing materials, plus looking at your online presence, reviews on TripAdvisor and other information sites, as well as performing the "secret-shopping" on-site assessment. We spent a week in Garfield County, looking at signage and wayfinding (how easy was it to find your attractions and amenities?), appeal, critical mass (were there places in the town to spend money?), your attractions, amenities, customer service, and more.

Over the past three years, we've become very familiar with Utah and Utah's unique attractions. The competition for visitors is fierce because Utah has so very much to offer. With the Wedge Overlook in Emery County, the hiking in

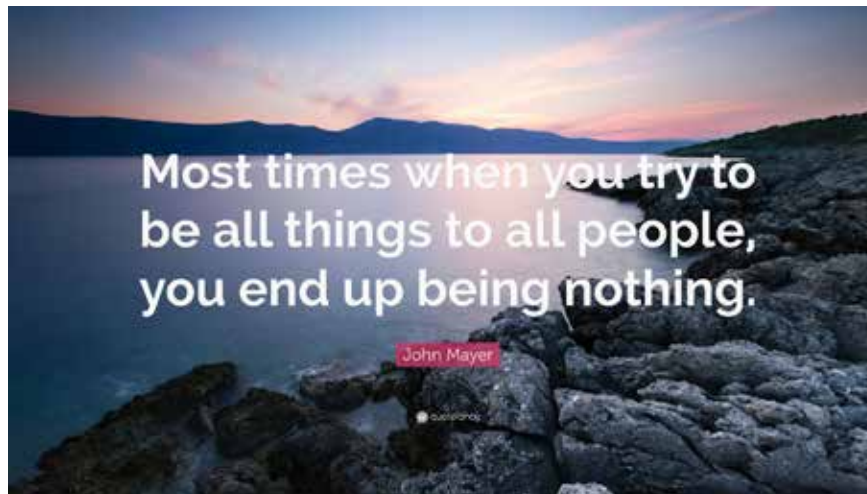
Zion National Park, Bryce Canyon, gorgeous Flaming Gorge, all of the National and State Parks, cities and towns, there is a wealth of fantastic places to visit, sights to see, and things to do in Utah.

As we planned our on-site visit, we looked at lodging options, and we felt that there were more and better lodging options in the communities closer to the activities you promote: Bryce Canyon City, Tropic, Escalante, Brian Head, and Duck Creek Village. We did end up renting a house in Panguitch through AirBnB, and it was very nice (top right). We had driven through Panguitch a few times before, and we were anxious to take a closer look. We'd always thought downtown (bottom left and right) looked like it might have a lot to offer.

1. Finding your focus
2. Getting that “anchor tenant”
3. Getting people to stop



Finding your focus: Your Unique Selling Proposition



Panguitch’s location right along Hwy 89 is a huge opportunity to attract travelers and get them to stop and spend money. The fact that so many travelers don’t stop and spend money in Panguitch means that the city needs to have more things to tempt visitors to stop.

We have three major initiatives for Panguitch to help remedy the situation:

- Find your focus
- Get an “anchor tenant”
- Get people to stop

Utah “ownership”

Springdale	Zion National Park
Kanab	North Rim Coral Pink Sands East Zion The Wave
Teasdale Torrey	Capitol Reef National Park
Moab	Arches National Park Slick Rock Biking Capital
Brian Head Duck Creek	Grand Staircase - Mountain side Cedar Breaks
Escalante	Grand Staircase - Desert side
Bryce Canyon Tropic	Bryce Canyon National Park Red Canyon
Blanding Monticello	Canyonlands NP Natural Bridges Hovenweep
Emery County	San Rafael Swell Wedge Overlook
Orangeville Castle Dale	Bouldering [Joe’s Valley]
Manila Dutch John	Flaming Gorge Trout fishing
Wasatch Range	Skiing (from Ogden to Heber Valley)

The first priority is to find a focus for Panguitch—find your unique selling proposition. This is important for both communities and businesses. Why? The internet has changed everything—we have information about anyplace at the tips of our fingers. People are looking for specific activities, not just certain locations. Location is second to your “primary draw”—the one thing that sets you apart from other communities. We are drowning in advertising overload, so our minds filter out everything generic. This is the age of specialization. Different communities in Utah are known for special attributes (bottom right).

Utah "ownership"

Beaver and area	Equestrian
Brigham City	Birding/photography: Bear River Bird Refuge
Salt Lake City	LDS faith Temple Square
Provo	Brigham Young University
Parowan	Cinnamon Rolls ("Best in the West")
St. George	Snowbirds Golf
Farmington	Kids & Family: Lagoon
Marysville	The Piute ATV Trail
Escalante & Boulder	All American Road - Highway 12
Bluff Monument Valley	Monument Valley
American Fork	Timpanogos Cave
Midway	Swiss theme
Panguitch	????

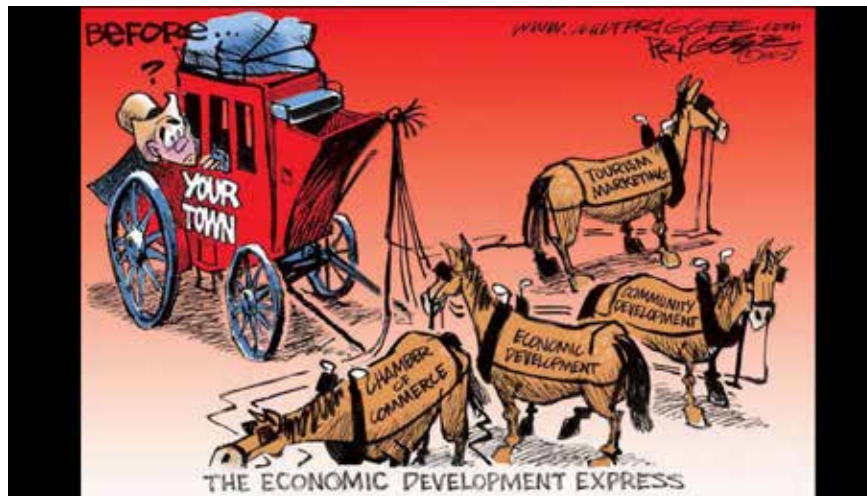


It's critically important for communities to be known for something specific. You need to find your unique selling proposition. For example, St. George is known for golf and snowbirds (top left). Parowan has just started focusing on the best cinnamon rolls in the west, with several shops making uniquely flavored cinnamon rolls. They are advertising them on billboards on I-15, and they are already experiencing a lot of success in getting travelers to stop and spend time and money in Parowan. Midway is known for its Swiss theme and events. What could Panguitch be known for? What could be the one thing that sets Panguitch apart?

The narrower your focus, the stronger your success will be. 97% of community-

based marketing is ineffective, and that is because most marketing is generic. It's critical to identify and market your unique selling proposition. Without it, your marketing will be largely ineffective.

This is important because the internet has made it so easy for people to find out about different places. We look for specific activities, and then we look at locations. Location is always second to the primary draw. People are drowning in marketing overload, and 80% don't ever look past the first page of search results on the internet. You have to show up, and be on the first page, to be noticed. Our minds filter out generic place marketing. We look for activities first. This is the age of specialization.



Branding is the art of specialization—the art of setting yourself apart and standing for something that is unique. Communities must avoid building their brand on yesteryear. Static displays of history, famous residents, obscure past events, will not entice visitors to spend time in your town.

Avoid hanging your hat on a festival or event. It might bring visitors to your town for a few days, but what about the other 362 days of the year? Events are still important, but they usually won't work as a brand. Avoid building your brand on your location, such as "The heart of...," "The Center of it all," "Close to everything." This doesn't give people a reason to visit—it's not an activity.

A brand is a promise, so you don't "roll out your brand" until you can deliver on the promise your brand represents. And that means the "product" must be in place. Don't let local politics kill your branding efforts. You must find your unique selling proposition—your focus—and promote it.

All successful brands are built on product, not marketing. You must make product development a top priority. Marketing will bring people to you once, but it is your product—your activities, your attractions—that will bring them back. Continuity is key to your success, and you need your key players to work together (bottom right) with a common goal, not separately (bottom left).



You will be far more effective as one loud voice as opposed to separate small voices. Evoke emotion. Sell a feeling. We remember places that make an emotional connection.

You need to be different or clearly better than your competition. What does Panguitch have that visitors can't do closer to home?

It's important for the private sector to take the lead, working with the chamber of commerce, tourism, and economic development. Top-down branding efforts fail 98% of the time—it needs to be a grass-roots effort. You need the private sector to decide what Panguitch should be known for, then approach

the city for help where it's appropriate.

We came up with some ideas for Panguitch:

- Utah's Cowboy Heaven

You need to have the “product” that brings the “cowboy” theme to life, like cowboy poetry, a saloon, showing classic Western movies, wagon and stagecoach rides, cowboy food, people in Western wear, square-dancing, etc. (top left). We like the touches of “western” throughout town, but there needs to be more.



Your brand needs to be pervasive throughout town. More than skin deep and just static displays (like John Wayne, top left).

Another idea is to build on the quilting theme, and become Utah's Quilt Capital. Sometimes the simplest focus can have a profound effect. Here is an example:

Hamilton, Missouri: Population, 1,750. Claim to fame: Home of James Cash Penney (J. C. Penney). (Would that entice you to visit?)

Hamilton's challenge was that it was dying economically. There were no jobs.

Enter: Jenny Doan (bottom right). Her husband was transferred to the area, and he moved the family to Hamilton. Jenny needed to help make ends meet, and wanted to earn extra money. She had a knack for quilting, and came up with a way to make a quilt in a day. She started posting YouTube videos to teach other women, and her videos started receiving hundreds, then thousands, then millions of views.



Jenny and her family bought the old, empty J. C. Penney store building in downtown Hamilton and opened a quilting store, where they could sell fabric and Jenny could give quilting lessons, and their business has grown exponentially (top left and right).

The Missouri Star Quilt Company (bottom right) now has 180 full-time employees, the town has several new restaurants, they have a large conference and training center, there are new retail shops and a hotel will be opening soon. The post office had to increase its staff, and the town is full of visitors.

New activities are being developed for visiting quilters' families so they have things to do, too.

Little Hamilton, Missouri, is more vibrant today than it's been for more than 50 years.

When a town is known for something specific, like quilting, or like cowboys, businesses that tie into that theme are more likely to move there, and that helps solidify the brand.



Third idea: Panguitch could become Highway 89's Festival City. You would need to have activities to fill about 250 days a year, and they would need to be events that would attract visitors from out of town. You could have classic car shows, motorcycle rallies, a quilt festival, a cowboy festival, a warrior dash, and more. You already have many of these.

Events are a lot of work, so one way to increase your events without having to do all the work, is to invite clubs and organizations to hold their events in Panguitch. The club does the work of organizing the event, and you roll out the red carpet for them.

I was in Solvang, California, and attended a car show (top right). The car

show had brought in thousands of visitors. They had closed streets, all their restaurants were full, and people were shopping in their shops. I saw the sign (bottom left)—First Annual Wheels & Windmills Car Show.

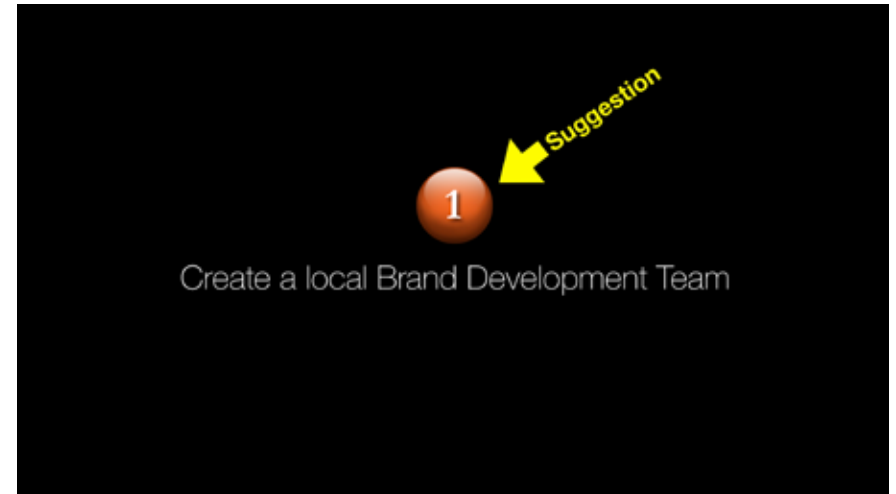
I found the organizer of the event and asked him why he had decided to host the event in Solvang. The Solvang Chamber had sent a letter inviting his organization to hold their next car show there. All that Solvang had to do was close off a few streets for them, and put up welcome banners.

Get lists of clubs, and invite them. Put together driving itineraries and send them to these organizations for them to include in their magazines and newsletters. Invite them!



Another idea is to make Panguitch a Mid-Century Cool town. With 1950s and 1960s-style cars, collectibles on display, music on the streets, a soda fountain, events such as sock hops, and shops selling mid-century home accents, furniture, and collectibles, Panguitch would be a must-visit town for people wanting to “go back” to a simpler time.

Some of your lodging has the cool, old signage and styling (top right and bottom left). The Gem Theater has that vibe, and Henrie’s (bottom right) already has that ambiance as well, with the old-time Coca-cola memorabilia.



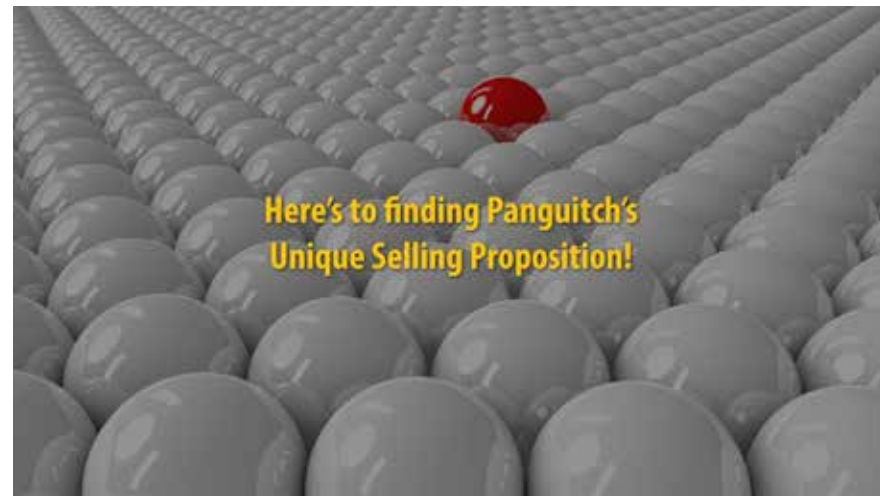
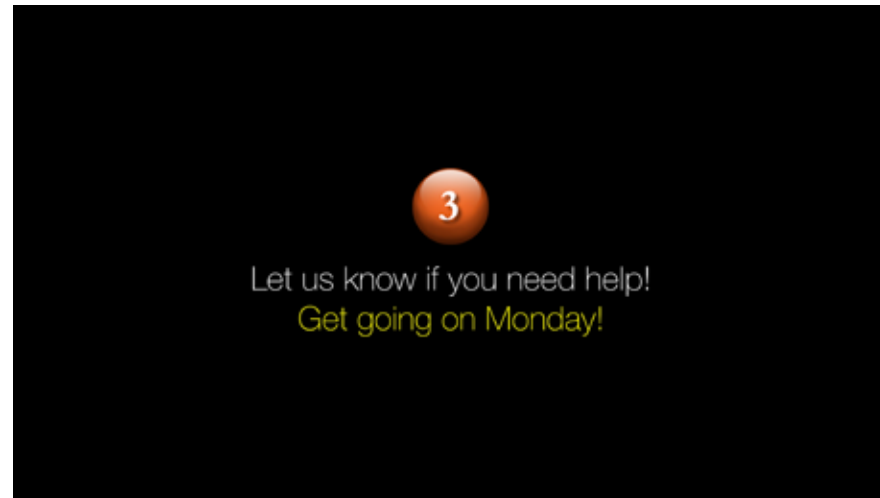
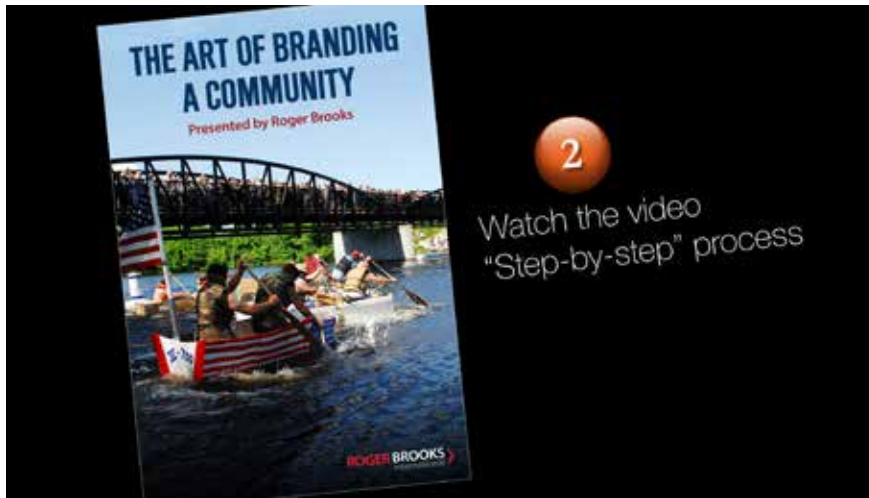
Mr. D's (top left) in Kingman, Arizona, is a great example of the old 1950s/ 1960s-style burger joint.

This old truck on display in Mountain Home, Idaho (top right) shows another way to add to the theme. An authentic soda fountain, like this one in Cedar City (bottom left) would be a perfect addition to the theme.

This theme would be something different from what everyone else has, with opportunities for businesses, as well as opportunities for events to attract even more visitors.

We suggest that you work towards developing your unique selling proposition—your focus—your brand. Start by creating a “Brand Development Team.” It should include the mayor or a city council person, a county representative, the Utah Department of Transportation, the Chamber of Commerce, someone from tourism/downtown/economic development, a lodging representative, two or three people from downtown businesses, a citizen at large, an architect or landscape architect, and community boosters.

Put together this team to get started on the process.



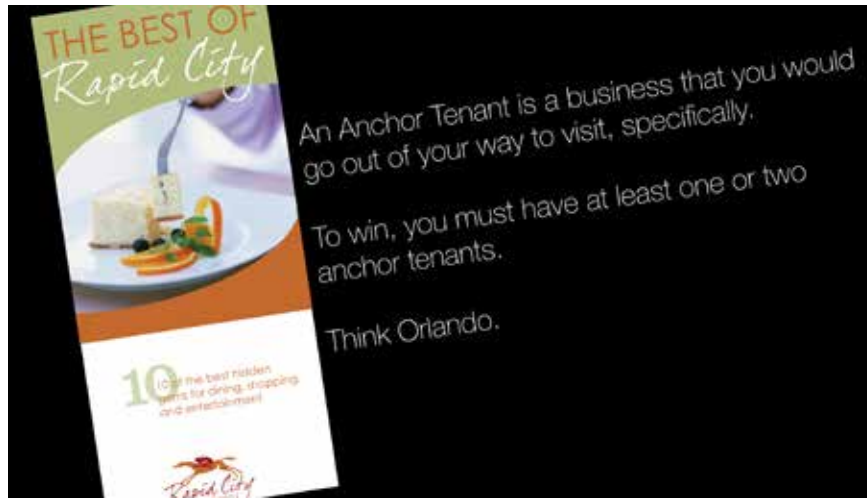
We have a video library that includes the step-by-step process for successfully branding a community. We suggest you get the branding team together and watch the video to help guide you. It's so important to decide what you want Panguitch to be known for—what Panguitch's focus will be.

The State of Utah is spending millions of dollars to bring visitors to the state, and each community should take advantage of the opportunity by doing their best to bring visitors to stay and spend time and money there. Tourism doesn't have to be seasonal—there are activities year-round, and people travel all year long. In fact, even an eight-month season is enough to enable a business to

succeed.

As you work on finding your focus, remember that all successfully branded communities are built on product, not just marketing. People visit because of what there is to do, not just because they saw a catchy ad.

Many communities spend millions of dollars to create beautiful streetscapes, only to find that it doesn't increase visitor spending. It's what's inside the buildings that makes a town an attraction. The business mix is what makes a difference.

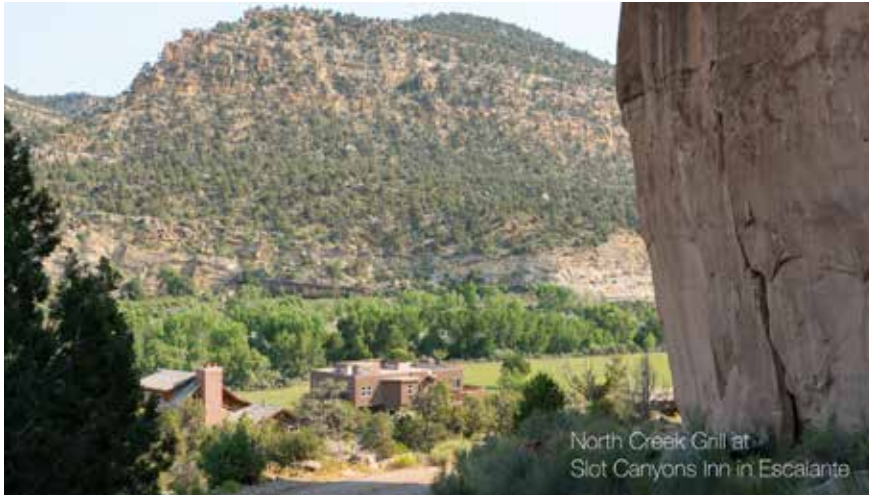


Panguitch needs to recruit an “anchor tenant.” An anchor tenant is that one business or attraction that people will go out of their way to see and do. For example, in Hamilton, Missouri, Jenny Doan’s quilting company is the anchor tenant.

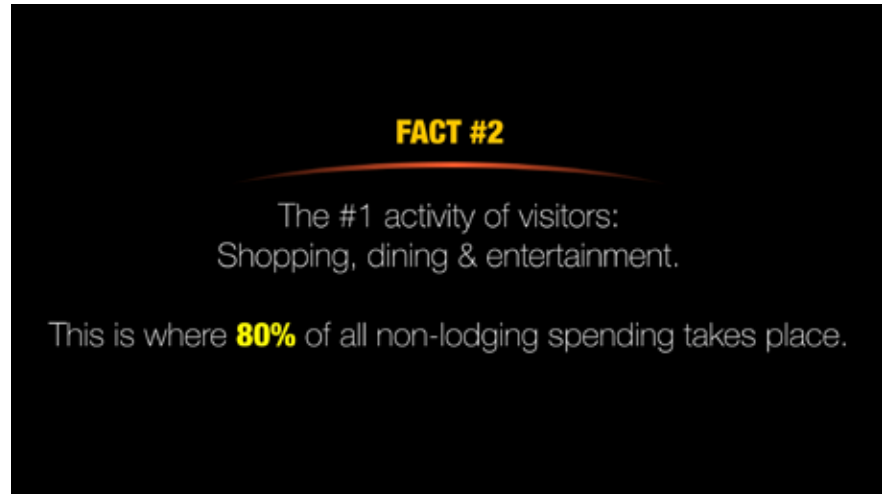
What businesses or attractions do you have that are worth a 45-minute drive to frequent? Or to make a special trip? You need to have at least one or two “anchor tenants.” We suggest you watch our video about how to recruit tourism development projects (top right).

One example of an unusual “anchor tenant” in Escalante is the Escalante Yurts (bottom left and right). This lodging is so unique, comfortable, and elegant, that it is an attraction in its own right.

It’s important to note that the top 15% of lodging in terms of quality commands 85% of the lodging business.



North Creek Grille at
Slot Canyons Inn in Escalante



Another excellent anchor tenant is North Creek Grille in Escalante (top left). It's so good that it's worth driving a distance for.

Parowan has found its focus as the home of the best cinnamon rolls in the West (top right and bottom left). Each shop is making cinnamon rolls, in varying flavors, and they are promoting them on billboards along I-15.

Priority #3 is getting people to stop. Give people a reason to not just drive right on through Panguitch—give them a reason to stop.

Tourism is a means to an end. This is about economic vitality and creating jobs.

Fact #1: Tourism is the purest form of economic development: People come, spend money, and go home. Tourism helps offset leakage, which is when residents spend their money outside of the city.

Fact #2: The top activity of visitors is shopping, dining and entertainment in a pedestrian-friendly setting. This is where 80% of all non-lodging tourism spending takes place.

Springdale: The best town in Utah



Escalante: The best "up and coming" town in Utah (if not the West)



6 Freshen up the sign post. Perhaps an Eagle Scout project?



7 Add exterior brochure distribution. Add signage to the building "Visitor Info."



I often say that Springdale is the best town in Utah. It's pedestrian-friendly, has lots of shops, lots of restaurants, and they are all open into the evening hours. It's a great place for visitors to spend their time, and it's becoming an attraction in its own right, even besides Zion National Park.

Escalante is the best up and coming town in Utah (top right). With new restaurants, shops, lodging, and guide services opening, it's quickly becoming a vibrant community.

Fact #4: For the first time, quality of life is leading the way in economic development. And a healthy tourism industry and quality of life go together.

Fact #5: Tourism is the fastest growing industry in Utah. It's now the state's largest industry.

Fact #6: In 2014 direct jobs in tourism in Utah increased by 13,000. In Garfield County, 54% of all jobs are tourism related. The best destinations are built on private-sector investment, not public-sector amenities.

Fact #7: Marketing will bring visitors to you just once. Product is the only thing that will bring them back.

Things you can do today to make a difference tomorrow:

- Visitor information! Make it easy to find and visitor-friendly, 24/7 (bottom left and right).



We stopped by your visitor information center (top left). We had hoped to talk to a person, but it is not staffed. There were a lot of empty brochure holders inside—be sure to keep it stocked, and consider allowing businesses to add their own brochures or rack cards.

We saw the playground across the little bridge (top right), and we thought it looked very nice.

We could see the fairgrounds beyond, along with the Triple C Arena (bottom left). The fairgrounds are being used right now for forest fire fighting staging,

and that was interesting to see (bottom right). It looks like a great complex.



We saw a sign outside the city offices for visitor information, so we went inside to check it out (top left). The first person we saw was in the library, but when we asked about visitor information, the librarian referred us back to the city office. The person in the city office was a little confused with our questions, but she tried to answer as well as she could. It was clear that the "visitor information" sign was either old or simply an after-thought.

Suggestion: Add outdoor brochure distribution (top right). Add exterior visitor information at the BLM offices as well (bottom left).

Signs should always be perpendicular to the traffic. Suggestion: turn this information board so that it is perpendicular to the road, and add brochure distribution.



According to Bentley University's Center for Marketing Technology, prior to traveling, only 32% of travel decisions are made using brochures or printed pieces (#1: internet, #2: friends and family). But once we are in the area, a whopping 81% of travel decisions are made from brochures. You can increase your retail sales just by providing 24/7 access to visitor guides. Brochures are still important!

This simple brochure holder in Bruce County, Ontario (top left), is one easy solution to providing 24-hour visitor information. It is weather-proof, and easily holds a good supply of brochures.

This map display in Wickford, Rhode Island (top right), has two brochure holders.

Suggestion: Watch our video about visitor information centers (bottom left).

Flemington, NJ (bottom right) built some of these unmanned visitor kiosks from a kit. They are small enough to go almost anywhere, and they have maps and brochures.



This brochure holder in North Platte, Nebraska (top left) is a good example. It contains a state guide, a local visitor's guide and a very 'Best Of' brochure. Having these brochure holders in a variety of locations means you will reach a number of different visiting groups.

Blanding, Utah (top right) has an excellent, customer-friendly visitor center. Their staff keeps inspirational messages at their desk, to make sure they always think of the visitor needs.

As we explored Panguitch, we saw a sign to the airport, but when we reached this stop sign (bottom left), we were at a loss. There wasn't wayfinding signage all the way to the airport. With wayfinding, it's critical to have the signage mark every turn until you reach the destination.

We found the airport (bottom right), and it looks great. Add signage to let people know what services are offered, such as tie-downs, flight training, transportation, and anything else. Add a contact phone number.



While we were at the airport, we found this sign for the Fremont ATV Trail (top left). But we couldn't find any information anywhere about this trail: where it goes, how long it is, etc. Consider making information about the trail available.

It was great to see that you have ATV rentals (top right).

All in all, we didn't have much trouble finding places in Panguitch. It was fairly easy to find our way around.

Coming into Panguitch from the south (bottom left), your gateway looks great.

The sign is attractive. The trees, lampposts, and pole banners add to the nice feeling of arrival.

But then, the first thing you see is this (bottom right). This gives a very poor impression. Work to clean up this area, and add landscaping at the light pole.

First impressions are lasting impressions.



Also just past the gateway is the city's maintenance building (top left). It is surrounded by barbed wire, and it gives a very negative, prison-like impression. Consider screening this with different, attractive fencing. Or consider moving the city's gateway to a better location.

Always place your gateway signs in the first, best location, and that's not always at your city limits. Once visitors see your gateway sign, everything they see after that colors their impressions of your community. So you want the gateway to be in an outstanding location. The north side of town also faces similar challenges.



Add some landscaping and planters to this gas station/motel area (top right). It looks stark and uninviting.

70% of first time sales comes from curb appeal. If you want to attract visitors to your shops, lodging, and restaurants, you need to make them attractive.

For example, this motel (bottom left) would be much more appealing with hanging baskets and planters. Create a landscape buffer between the parking and the sidewalk. Would you want to sit in one of the chairs with a car parked two feet in front of you? This motel (bottom right) is a great example of how to create a landscape buffer and make the motel very attractive.



Have you ever said, “That looks like a nice place to eat”? That shows the power of curb appeal. When a restaurant is attractive, it looks like a nice place to eat. Looking at this restaurant (top left), does it make you want to eat there? Probably not. It looks stark and bare, and not particularly welcoming. It needs curb appeal—hanging baskets, landscaping.

What about this restaurant? (top right) It needs weeds pulled and landscaping installed. Consider adding an outdoor dining deck.

Very few businesses in Panguitch do anything to make their businesses

attractive—to pull customers in the door. The lack of curb appeal makes the city look like the type of place you want to drive through as fast as you can, without stopping.

This motel (bottom left) needs landscaping. Add benches, hanging baskets, and pots.

Get rid of the weeds (bottom right). Add landscaping and benches. Move the dumpster—never put your dumpster front and center. Make your motel look welcoming!



This motel looks cold and stark, with its broad expanse of asphalt and drab tan, barren building. Add landscaping and beautification!

This motel in Morro Bay, CA (top right) is a typical motel, but with the planters and hanging baskets, it looks great!

Marianna Inn (bottom left and right) does a pretty good job of beautification. It could use more, though. Add pots beside the benches and some hanging baskets.

Good job here!



26

"Come in for...what?" Add beautification here! This is your signature intersection!



27

Repaint the sign. Modernize it. First impressions are lasting impressions.



28

Same here. "Great rates" should never be your USP.



We love the old motel sign here (top left). It could use a little refreshing. They do a fairly good job of beautification here.

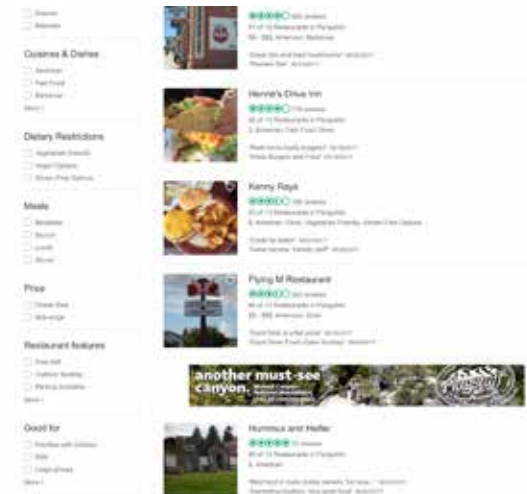
This is probably the most important intersection in Panguitch (top right). It needs landscaping, and the sign says, "Come on in for" what? It looks like there is nothing to come in for. Really? Is that the message you want to give to all the people traveling along 89?

The state is spending millions to bring visitors in to the state, but the businesses aren't doing anything to pull those visitors into their shops,

restaurants, and motels. Panguitch businesses need to up their game.

This motel (bottom left) desperately needs to redo their sign. Add beautification!

And New Western (bottom right) also needs to refresh their sign and add beautification. Promoting your "Great Rates" isn't a great way to lure visitors. Visitors are more interested in comfortable beds. Good curb appeal reassures travelers that your motel cares about their comfort, cleanliness, and enjoyment.



The drug store (top left) has the best curb appeal in town.

Invite us back! "Open soon" is too vague. Be specific. Put up a temporary sign that says when it will be open, and what will be there. Cafe and movies? Let people know!

For dining, we referred to TripAdvisor (bottom left). We saw that Hummus and Heifer had a lot of excellent reviews, so we wanted to try it. We had a very difficult time finding it, though, and one of the big problems was that it is

located outside of town in a row of buildings that looks like a junkyard (bottom right). We probably drove past 10 times without realizing Hummus and Heifer was there.

At 65 MPH we saw junk, never even noticed the signs.



30 "Great eats. Turn here" sign. Or use the back of the existing sign.



31 Work with UDOT on getting a TOD sign, like this. Chris Potter, UDOT cpotter@utah.gov



Driving along the highway at 65 miles per hour, it's very hard to even see the signs for Hummus and Heifer (top left). The signs can't be placed any closer to the highway because its Dept. of Transportation land.

Suggestion: Find out who owns this sign (top right) and see if you can use it. Just place a simple message: "Great Eats. Turn Here." Even when you know that Hummus and Heifer is located there, it's hard to know where to turn. So the turn needs to be marked.

The state allows "TOD" signage—"Tourism Oriented Displays" (bottom left).

They charge for them, but they are very effective. You can contact Chris Potter at UDOT for help.

When we drove in (bottom right), we weren't sure if we really wanted to give the place a try.



The lack of curb appeal, the surrounding buildings, and the hot sun with no available shade gave us serious doubts about eating at Hummus and Heifer (top left and right). In the end, we decided to give it a try, and it was great food—really great. We ate in our car with the air conditioning on.

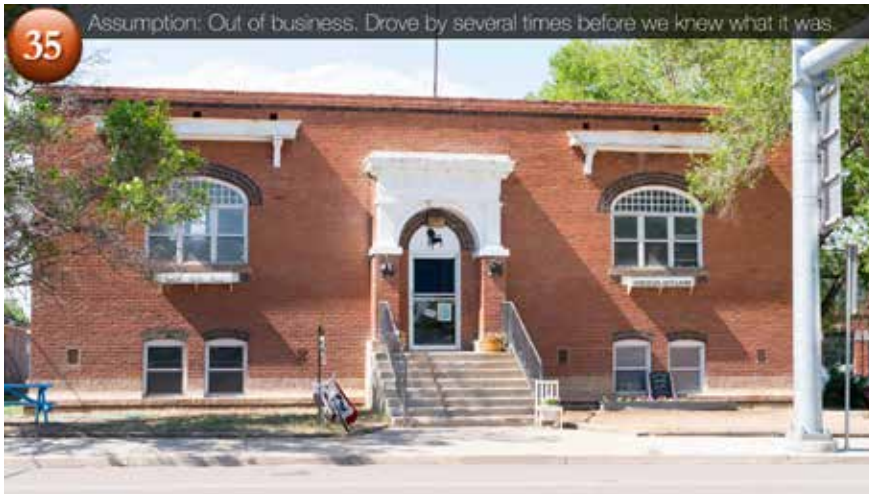
Suggestion: Add a couple of Catalina umbrellas to provide shade and some ambiance. See if you can convince the property owner to clean up the other buildings at the site. Add some pots of flowers. Better yet, move to a better location—one that has more curb appeal, is more visible, and is easier to find.

Women account for 80% of all consumer spending. So businesses need to

appeal to women, and that usually means a safe and attractive ambiance. Beautification really helps.

This would be a fantastic spot for outdoor dining (bottom left). Consider approaching the owner (the flooring shop?) to see if you can put tables, chairs, and Catalina umbrellas there, so the restaurant could use it for outdoor dining.

This pizza place in Wisconsin (bottom right) took part of their parking lot, covered it with synthetic turf, created a barrier with potted shrubs and flowers, and created a great outdoor dining space with tables, chairs, and Catalina umbrellas. It's inexpensively done, and really attracts customers.

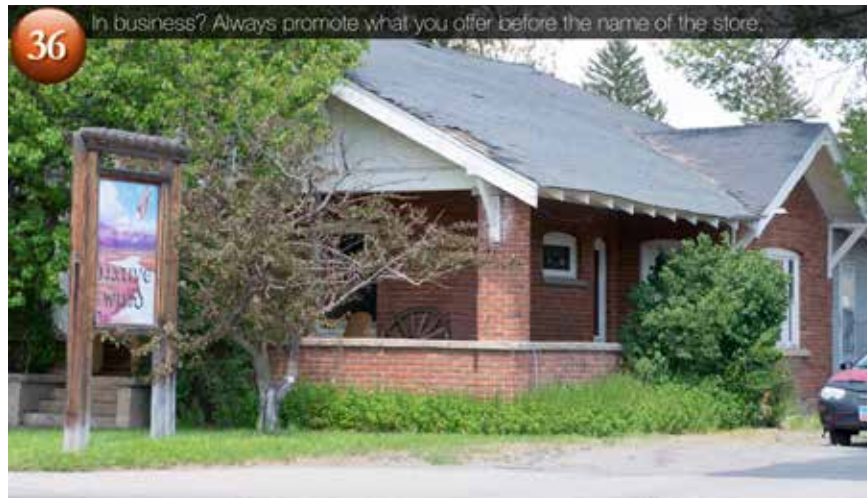


Outdoor dining is very effective at attracting more customers. This outdoor restaurant seating area in Door County, Wisconsin (top left) dramatically boosts sales.

The True Value store (top right) does a fantastic job with outdoor displays and beautification.

We weren't sure if this business (bottom left) was still operating. We never saw it open, and it was hard to even find the sign telling what kind of business it was (the tiny sign under the right side window).

Some of your businesses do make a very good beautification effort to attract customers (bottom right). These pots and benches look great. We couldn't help but feel bad for these businesses, though, when so few other shops do anything. It's hard to have an impact by yourself.



Business signage is your most important form of advertising, and it can be the most effective. But it's critical that your business signage be easy to read and promotes what you sell—not just the name of the store.

We didn't know what type of shop Native Wind was, or what it sold, or even if it was still in business (top left).

This shop advertises itself as a modern handcart company (top right). It sells a lot of locally-made crafts, but you can't tell that from the name of the store. The

sign would attract more customers if it said "locally made arts and crafts."

This restaurant (bottom left and right) looks like it might be a good place to eat, but it was very difficult to read its sign. Suggestion: don't use cursive text on a sign. We saw that they open at noon, and we suggest opening at 11:00 a.m. instead. This would allow for early lunch-goers to dine there. Add some shrubs to the planters. The little flowers are a nice start, but they are too small.



Can you tell what's in these shops? What do they sell? (top left)

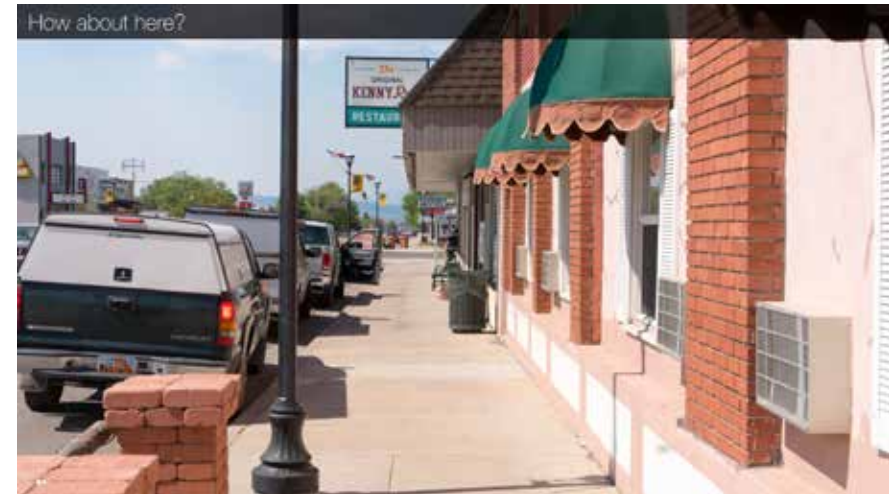
These stores need blade signs. Walking down the sidewalk or driving by, it's impossible to determine what stores are there and if they are open. Blade signs would solve this problem.

These signs in Leavenworth, WA (top right) are excellent examples of effective blade signs. Chocolate, collectables, trains, restaurant. It's easy to see what kind of stores these are. Always promote what it is you're selling BEFORE the name of the store.

Nantucket, Massachusetts (bottom left) also uses very good blade signs.

Here are some blade signs in Carmel, California (bottom right). Most successful downtowns have blade signs.

They should be consistent height and size, and they should be decorative. They should also promote what it is you're selling first, before the name of the store.



These blade signs are in Valparaiso, Indiana (top left).

All the shops in Canmore, Alberta, use blade signs (top right). They make it easy to see what stores are available, and they entice you to continue down the street with the promise of more interesting shops.

Can you tell what is in any of these shops (bottom left) without walking out into the street to look at the signs that are flat against the buildings?

How about these shops (bottom right)?

Businesses need to use blade signs. If there is an ordinance against them, change the ordinance. It hurts small businesses.



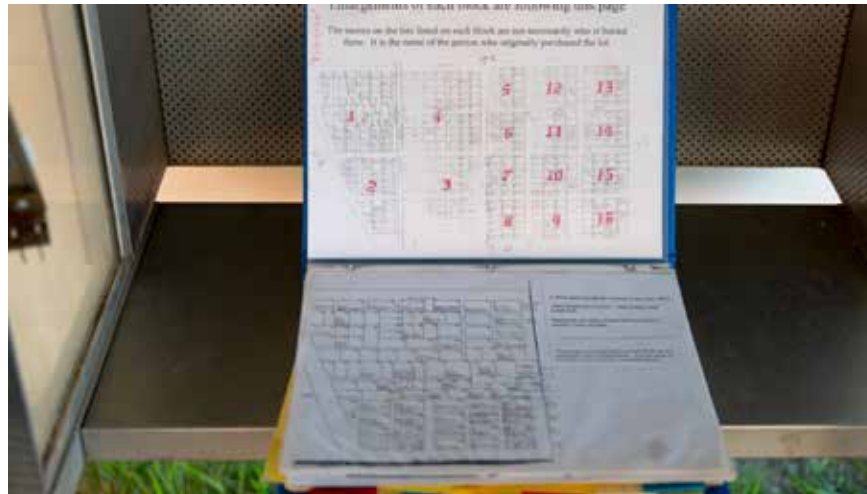
This is a nice sign and logo (top left), and the pots are attractive too. But we went into the shop, and although the merchandise inside was very good, there wasn't much to choose from. The antlers were amazing, but, if possible, the merchant would do well to fully stock the shelves.

This storefront (top right) looks awesome. It would actually make a great restaurant or brew pub.

When we came around the corner and saw all this mess of signs (bottom left),

we were overwhelmed. This sign clutter is very unattractive and makes us want to ignore them all. These signs need to be redone. Use blade signs of consistent height and size: no lower than seven feet; no higher than nine feet; no wider than 42 inches.

Beautification is a great investment, and one way to help merchants make it more affordable is to organize a buying co-op. You could implement a beautification program similar to Fredericksburg, Texas (bottom right).

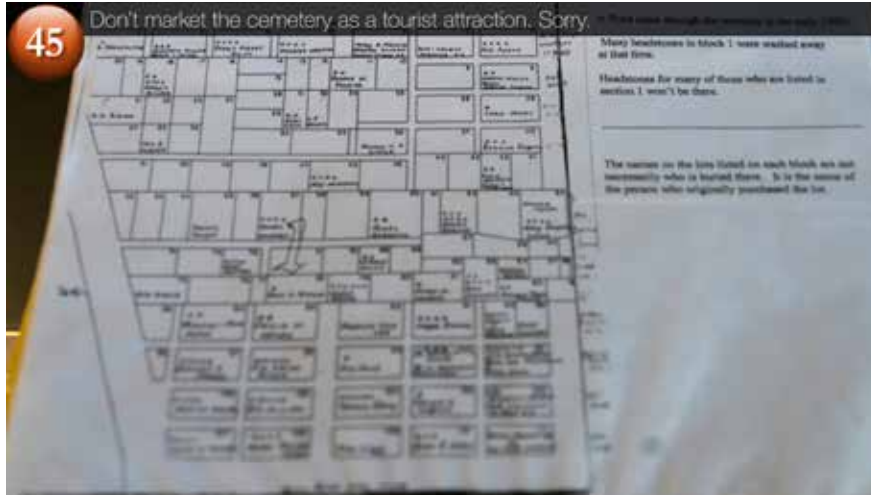


In Fredericksburg (top left and right), the merchants combined forces and funds to purchase pots, planters, planting soil, and shrubs for everyone, then had students and youth clubs plant them as fundraisers. Notice that most of the pots are filled with evergreen shrubs—that makes them low maintenance, and they last all year long. They had the pots ready to plant in the autumn, so they waited until spring to plant them with shrubs and flowers, and, instead, they stuck pinwheels into the dirt for the winter. People came from miles around to see the pinwheel display. Their retail sales went up almost 30%.

We made sure to check out the attractions that are in Panguitch's marketing materials. One is the local cemetery, and it is promoted for the "notables" that

are buried there. We went out to the cemetery and found a little notebook (bottom left) that lists the names of the people who purchased the plots. There was no mention of any famous people who were buried there. We later learned that John D. Lee, who was the most prosecuted man for the Mountain Meadows Massacre, was buried there. Very few people would know who that was, so, if you want to promote the "notables" buried in the cemetery, be specific and give information! Add a sign that tells about him (and others), and tell why they are important people, and where to find the headstones.

We saw the Daughters of the Utah Pioneers museum (bottom right).



If you want to market the cemetery as a tourist attraction, you need to finish the job, and give visitors the specifics about the notable people who are buried there, what their story is, and where to find their headstones (top left). Otherwise, don't market your cemetery.

Nearly every town in Utah has a Daughters of the Utah Pioneers museum (top right). This museum is only open for three hours a day, two days a week, three months out of the year. It isn't open enough to be promoted as an attraction.

The cemetery in the evening (bottom right) looked beautiful.

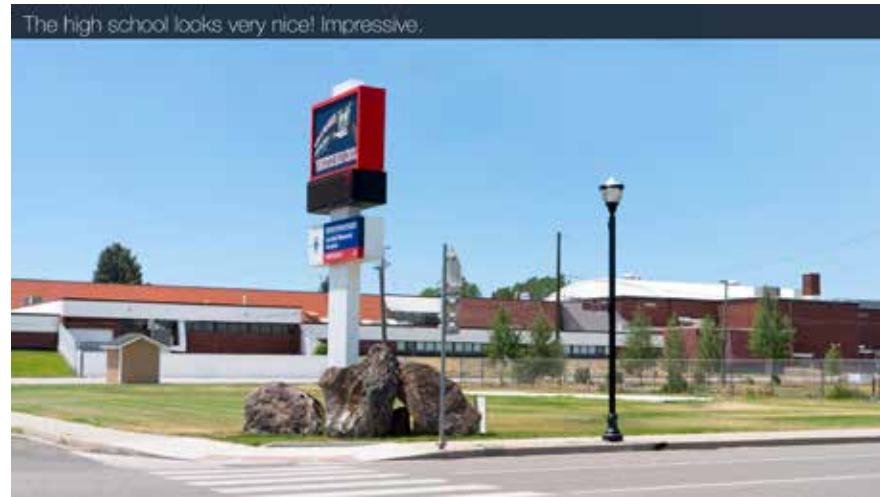


It's so important to give people a reason to stop. If you leave Salt Lake City and head east toward Wyoming, you'll see a series of billboards for the Little America Travel Center. They'll say "Spotless Restrooms" (top left) and "35¢ Cones" (top right, but they are now actually 50¢). At Little America, all they have is a hotel, a gas station, a restaurant, and a gift shop. They put these billboards out along Highway 80, and they give people a reason to stop.

I called Little America and asked them what they estimate the results of their billboards add up to. They estimate \$1 million in non-ice cream sales per month! Really!

You need to give people a reason to stop, and your sales will increase. Because while they stop for ice cream, they'll decide to spend some money in the gift shop, grab a whole meal, or maybe spend the night.

Suggestion: If you entice travelers to stop by putting up an ice cream stand (perhaps a gazebo downtown in the summer) and market it with billboards, people will stop and they'll spend money in town. You need to place the lure in your spending district, so that when people stop for ice cream, it'll be easy for them to want to look in other shops, etc. When people stop, there is a four times greater chance of them spending money. These (bottom left and right) are excellent examples of effective billboards.



Your billboards should always have a call to action, be simple in design (with only one graphic), and have a maximum of eight words. We saw this billboard (top left) along Highway 89 heading into Panguitch, and it is so busy that we couldn't even make out what the pictures were. It's not effective. Suggestion: change this billboard—use one photo, probably a stunning photo of Bryce Canyon—and a call to action, giving people a reason to stop.

70% of ALL retail spending takes place after 6:00 p.m. Are you open? If not, you are missing out on that 70%. But merchants can't do it all by themselves. For example, if you go to a mall, the merchants will all be open throughout

the evening. Mall owners know that their stores **MUST** be open together, and be open late into the evening hours. Downtown merchants need to work together to have consistent hours and days.

People want to spend the night where there is something to do in the evening. When people are out hiking, or biking, or boating during the day, and they come back in the evening, they want something to do in the evening.

When people dig a little deeper into Panguitch, they can see some of the wonderful assets the community has (top right; bottom left and right). It's beautiful!



What you have here is great, and your downtown has so much potential (top left and right)! But there are a lot of vacancies, and action needs to be taken to bring downtown to life.

Work towards finding your focus—what do you want Panguitch to be known for? What do you want Panguitch's unique selling proposition to be? Work together to come up with common goals and a common purpose. Then, use those as your guiding principles to getting things done. You may need to recruit some new businesses. You need to add beautification and good

business signage. Give people a reason to stop in Panguitch rather than just drive through. Once people stop, they are four times more likely to spend money in your town. If you give them enough to do so they stay two hours or more, spending will at least double. And if you get them to spend the night, they will spend four times more.

Panguitch has a lot of potential. You can make something happen and turn Panguitch into a vibrant, enjoyable, successful destination!



Panguitch Marketing Assessment

The following pages contain an assessment by our secret shoppers, who researched the area from a distance, reviewing marketing materials to see if they could find the area, and if the materials were convincing enough to make them want to visit.

www.garfieldcounty.org

A gorgeous scenic eye-candy photo lures you in immediately. Webpage is clean and easy to read, with a "Tourism" link.

Descriptive phrases like "a world class destination" with "charming towns offering eclectic shops, specialty restaurants and year-round festivals and athletic events." These phrases sound pretty, but they are very generic and don't really tell me anything specific. They could be used for just about any small town.

I found contact info for Office of Tourism, and I called to reach someone four times, getting voice mail each time. I left a voice mail with my name and phone number but no one returned my call. I called a couple more times, and on the last one I was willing to make, someone picked up the phone. A voice said, "Office of Tourism". I asked if I had reached the right number to request a map and suggestions for things to do in the area, places to stay or get a bite to eat. The person responded that she could help, but she sounded like I had interrupted her and she just wanted me off the phone. I felt embarrassed that I had called.

www.garfield.utah.gov/departments/tourism/

Clicked on "Cities and Towns", listed in alphabetical order. NICELY DONE - REASONS TO VISIT EACH!!

The Utah.Gov websites are pretty massive – and beautifully done – but this time, not my favorite for Garfield County specific details.

Enjoyed the www.utah.gov "Garfield County – I Love History" page. The Escalante area "Things To Do" clickable link is a loop back to www.Utah.com where there are lots more photographs and info about the state parks, i.e., Escalante Petrified Forest State Park.

I googled: "Escalante UT things to do" and found a list of ideas, some of which looked very interesting to me listed here:

- Calf Creek Falls in Capitol Reef National Park in Boulder UT is about 1 hour roundtrip hike
- Moqui Marbles looked interesting – but it was difficult finding detailed info
- Zebra Slot was interesting – but reviews were mixed and it sounds very difficult to get to.

It was hard to find area specific attractions in this website that weren't linked directly to Utah.com, where the photography lures you in, but once in this website you are bombarded with all of Utah's biggest tourist attractions, a bit overwhelming, especially if you are searching for specific things in a small area, such as Garfield County.

THE BEST OVERALL WEBSITE for detailed tourist info, specific to Garfield County Utah, was found googling "Top Ten Things To Do In Garfield County."

www.brycecanyoncountry.com - Tagline: Most Scenic Utah Drives are in Garfield County/Bryce Canyon

This website is beautiful with a panoramic photo of Utah's Canyon Country with an 800 number above the page's clickable ribbon of links to:

Where to Stay and Eat
Things To Do
Events
More
Trip Planner

Scrolling the page are gorgeous photos of the TOP 3 SCENIC BYWAYS:
12-Utah's All-American Road
143 nicknamed Utah's Patchwork Parkway
Heritage Highway 83)

This is a well done webpage.

Opening the links provided gave me even more details and information with plenty of ideas!

Where to Stay and Eat displays a beautiful and easy-to-read map above a list of the cities and fun facts about each city with clickable links on the left panel of the page. Each link displays lodging and restaurants by city. Awesome!

Area Activities included: shopping, bird watching, astronomy and museums!

Did I mention I loved this website?!

It definitely opened my eyes up to a lot of things I might have missed if I were just driving through to another destination, without having searched the internet before I traveled.

Under Trip Planner are maps and sample itineraries.

Another distance marketing assessment provided this input:

Marketing Materials/Collateral requested 5/8/17:

- <https://www.visitutah.com/attraction/garfield-county-office-of-tourism/>

The website sends you to this website for Tourism information:

- Garfield County Office of Tourism <http://www.brycecanyoncountry.com>

From here I was able to request a Utah's Bryce Canyon travel guide.

I searched to become familiar with the area of Garfield County:

From website <http://garfield.utah.gov>, section on Tourism <http://garfield.utah.gov/departments/tourism/> –

The Garfield County Office of Tourism works diligently to attract visitors to Garfield County's world-class destinations.

Garfield County provides access to nearly a dozen national/state parks and forest areas. Scenic Byway 12 – Utah's All-American Road, which meanders through the county, has been rated as one of the country's most beautiful highways.

The area's charming towns offer eclectic shops, specialty restaurants and year-round festivals and athletic events.

The Office of Tourism awards funding to countywide events and provides an opportunity for non-profit organizations and towns to apply for cooperative marketing funding. For more details about tourism in Garfield County or to plan your own vacation, visit: www.brycecanyoncountry.com

These sentences on the first page appeared to have an extra space between letters in words:

The area's charming towns of fer eclectic shops, specialty restaurants and year-round festivals and athletic events.

The Garfield County Of fice of Tourism works diligently to attract visitors to Garfield

County's world-class destinations.

(since they are both sets of fs – it may be a format problem with that letter)

*I could only request generic travel Utah info from this site. When I got this, I really only saw mentions of Tropic and Panguitch as gateways to Bryce Canyon in a mention on one page.

Utah's Bryce Canyon Country Travel Guide:

This brochure includes many beautiful pictures of the rock formations in Bryce Canyon and Capitol Reef National Park. Photos also of the Grand Staircase, Scenic Byway 143, Anasazi State Park Museum, Escalante Petrified Forest State Park and Scenic Byway 12.

This guide includes a timeline of major events in Garfield County, which is interesting.

It shows people shopping in Panguitch, the old town street, and the Balloon Rally, as well as other events.

It also has a nice chart of a variety of accommodations and restaurants, grouped by area or city. Very handy for a traveler, with addresses, phone numbers and general price ranges.

This is followed by charts of Local Guides and Activities with enough information for visitors to narrow down what they are looking for.

At the end of the guide was a map with mileage from Bryce Canyon National Park, weather and a place for a few notes.

I think this brochure is outstanding. It would be good to include some quotes from visitors interspersed with the pictures and general area information in the first part of the guide. And it would be helpful to provide one- and two-day itineraries.

At Utah.com, I found the full list of cities for the county:

- **ANTIMONY** – Information for this town said they have a big 4th of July celebration with one of Utah's best fireworks shows at Otter Creek Reservoir.
- **BOULDER** – interesting features of this town are its scenic Byway 12 and its Anasazi State Park museum
- **BRYCE** – A definite stop for services or accommodations.

- **CANNONVILLE** – This town sounds pretty small, not sure I would stop here.
- **ESCALANTE** – I would definitely go here for its fossils of wood and dinosaur bones, rock features and hiking through petrified forests. The Wide Hollow Reservoir also sounds fun for canoeing and fishing.
- **HATCH** – Another access point for Bryce Canyon National Park (along with Bryce).
- **HENRIEVILLE** – This town sounds very rural.
- **PANGUITCH** – I would love to see the Quilt Walk (an annual event) and fish for their large rainbow trout, but not sure those are a big enough draw.
- **TICABOO** – It does not sound like it has anything specific for visitors to do in town.
- **TROPIC** – same with this town, seems pretty quiet. It does have a Heritage Center Museum though.

Then, I searched the internet specifically under 'visit Garfield County':

<https://www.visitutah.com/attraction/garfield-county-office-of-tourism/>

This site is very attractive – with a top border of sky, and large panoramic pictures. Plus, the text on a white background and big orange headings (or white text on a dark blue background at the bottom of the page) are easy to read.

The **Visit Utah** site has several pages with sections for Panguitch and Escalante both.

Blogs

<https://www.panguitchlake.com/blog/> This is a very simple blog with just 2 posts. The pictures were nice.

<http://www.escalanteut.com/media/blog/> It looks like there were some errors on this blog. Like maybe they tried to post one article several times. It needs to be cleaned up.

Facebook

For the Escalante & Boulder Chamber of Commerce:

<https://www.facebook.com/Escalante-Boulder-Utah-Chamber-of-Commerce-634534689935871/>

Nice little page with reasonably recent posts and information. With a range of photos, very good reviews
Good that they have a Facebook presence.

Website

<http://panguitch.com>- This is a very nice website, with attractive pictures.

One thing I noticed, is that on the home page, the upper left has a beige 'torn paper' square with 'PANGUITCH UTAH' written in it – that covers up the first tab of information so that it is not entirely readable. Since this section is the first one that comes up, it isn't that big a deal but could probably be fixed pretty easily.

And there are tiny buttons along the top of the panoramic picture in the middle of the page – for Facebook and their blog (I think) that are obscured by the photo description in light grey. There should be a better place for those buttons on the page – because you cannot hover over them to select them without the title getting in the way.

This site has a nice calendar of events, where you can hover over an event and find more information.

Some of their big events: June: quilt walk festival, Panguitch valley balloon rally, and in August: Pro Rodeo, County Fair, Bryce ATV/UTV Rally, and for most of October they have a scarecrow contest.

I would be interested in going to the quilt festival – it commemorates early settlers having to walk across snow on quilts to be able to get around. It features many events, and the quilts were varied and interesting:
2017 Quilt Walk Festival – June 7th through 10th Quilt Walk Retreat: Classes, Trunk Shows, Vendors, Dinner Theater, Heritage Fair, Pioneer Home Tours, Chocolate Fest
The Balloon Rally also looks like a lot of fun.

<https://www.panguitchlake.com> -

This was a small site with a few nice pictures. It also hosted a tiny blog page. The big picture on the home page is a panoramic of the lake with a bunch of boats on it. It doesn't look like there are many buildings, if any, on the lake – but it gives you a good idea what the area looks like. Good.

Might also be nice to see vendor sites around the lake or boat slips on the lake – if there are any (at least see the site where you put boats in the lake). It's surrounded by the Dixie National Forest.

It would be nice to see sample itineraries of what you could do in a day, a few hours or a half day.

The Accommodations section was good because it told you how far away different options were from the lake.

There were also videos to watch in this section, set to music, of things to do, food, lodging and the Boulder Heritage Festival (after which there was a photo gallery). The videos were good, and helped give me a feeling for the area.

TripAdvisor –

Top things to do in Panguitch:

Red Canyon

Historic GEM Theatre

Red Canyon Trails Powell Ranger Dixie National Forest

If I were staying in this city, I would like to stay at the Red Brick Inn of Panguitch – it got very good reviews. They said the owners were very friendly and had great attention to detail, and the food was great.

Escalante top things to do:

Calf Creek Falls Recreation Area – this area looked fabulous, easy hikes with beautiful views and vegetation, it got great reviews on TripAdvisor.

Devil's Garden

Scenic Byway Route 12

My conclusions -

1. IF Garfield County were located two hours from your house, would you make a special trip there based on what you saw, read and learned?

Yes. I wanted to go to the county fair in Panguitch as soon as I read about it, because it sounded so quaint. And the natural features of the region (large expanses of sandstone, valleys and cliffs) look like they are impressive on a grand scale. Just the geology of the area would be interesting to study and witness.
Bryce Canyon National Park looks fantastic, and I would certainly want to see the Hoodoos and Queens Garden. I would hike in this park along the rim trail. Maybe spend a day doing this.

2. IF you were driving through Garfield County (on your way to somewhere else), is there any place you'd stop?

I would stop at Escalante to do some fishing, maybe for a day. Would love to fish for trout in the rivers – probably hire a fishing guide to find the best spots.
Would also like to paddleboard on the lake.

And, if the timing of my trip was right, I would love to go to some of the events I mentioned above: Panguitch Balloon Rally and the Quilt Walk. Probably spend a full day at either.



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